

# CONTRACT

**NBC** WVIT  
**CONNECTICUT HD** 1422 New Britain Ave  
 West Hartford, CT 06110  
 (860) 521-3030

www.nbcconnecticut.com

And:

**GREAT AMERICAN MEDIA**  
 1010 WISCONSIN AVE NW  
 WASHINGTON, DC 20007

Contract / Revision		Alt Order #
343957 / 2		WOC10036159
<b>Product issue</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/30/12 - 11/06/12	2212	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
DEMOCRATIC SENATORIAL CAMPAIGN COI	10/25/12 / 10/31/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WVIT	Corey Lane	Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u>		
RHH		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	49	53
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
01274	99480	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	WVIT	10/30/12	11/06/12	9-10A TODAY SHOW	9A-10A		:30			NM	4	\$2,300.00
ISSUE ALL SPOTS ON ORDER - IMMEDIATE PREEMPTIBLE CLASS OF TIME												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 10/29/12	11/04/12	-TWTF--		2					\$575.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
3	WVIT	10/29/12-11/04/12	9-10A TODAY SHOW		9A-10A	-TuWThF----	:30		\$575.00	NM		
See MG 1.6												
DNA-SEVERE WX COVERAGE												
6	WVIT	11/06/12-11/06/12	9-10A TODAY SHOW		9A-10A	-Tu-----	:30		\$575.00	NM		
(M) MG for 1.3 11/02												
Week: 11/05/12	11/11/12	MT-----		2								
2	WVIT	10/30/12	11/06/12	10-11A TODAY SHOW	10A-11A		:30			NM	2	\$1,150.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 10/29/12	11/04/12	-TWTF--		1					\$575.00			
Week: 11/05/12	11/11/12	MT-----		1					\$575.00			
3	WVIT	10/30/12	11/06/12	11-12P CT NEWS TODAY	11A-12P		:30			NM	4	\$800.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 10/29/12	11/04/12	-TWTF--		2					\$200.00			
Week: 11/05/12	11/11/12	MT-----		2					\$200.00			
4	WVIT	10/30/12	11/03/12	9-10A CT NEWS TODAY	9A-10A		:30			NM	1	\$650.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 10/29/12	11/04/12	-----S-		1					\$650.00			
5	WVIT	10/30/12	11/04/12	9-10A CT NEWS TODAY	9A-10A		:30			NM	1	\$575.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 10/29/12	11/04/12	-----S		1					\$575.00			
6	WVIT	10/30/12	11/06/12	4-5P ELLEN	4P-5P		:30			NM	4	\$2,400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #
343957 / 2	WOC10036159

Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	issue	2212

Advertiser	Original Date / Revision
DEMOCRATIC SENATOR	10/25/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	- TWTF--				2	\$600.00			
Week:		11/05/12	11/11/12	MT-----				2	\$600.00			
7	WVIT	10/30/12	11/06/12	5-530A CT NEWS TODAY	5A-530A		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	- TWTF--				2	\$400.00			
Week:		11/05/12	11/11/12	MT-----				2	\$400.00			
8	WVIT	10/30/12	11/06/12	530-6A CT NEWS TODAY	530A-6A		:30			NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	- TWTF--				2	\$475.00			
Week:		11/05/12	11/11/12	MT-----				2	\$475.00			
9	WVIT	10/30/12	11/06/12	6-7A CT NEWS TODAY	6A-7A		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	- TWTF--				2	\$750.00			
Week:		11/05/12	11/11/12	MT-----				2	\$750.00			
10	WVIT	10/30/12	11/06/12	7-9A TODAY SHOW	7A-9A		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	- TWTF--				2	\$800.00			
Week:		11/05/12	11/11/12	MT-----				2	\$800.00			
11	WVIT	10/30/12	11/03/12	6-7A CT NEWS TODAY	6A-7A		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$300.00			
12	WVIT	10/30/12	11/03/12	7-9A SATURDAY TODAY	7A-9A		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$700.00			
13	WVIT	10/30/12	11/04/12	6-7AM SU CT NEWS TODAY	6A-7A		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$350.00			
14	WVIT	10/30/12	11/04/12	7-8A CT NEWS TODAY	7A-8A		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$400.00			
15	WVIT	10/30/12	11/04/12	8-9A SUNDAY TODAY	8A-9A		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$700.00			
16	WVIT	10/30/12	11/05/12	5-6P CT NEWS @ 5PM	5P-6P		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	- TWTF--				1	\$1,100.00			
Week:		11/05/12	11/11/12	M-----				1	\$1,100.00			
17	WVIT	10/30/12	11/05/12	6-630P M-F CT NEWS @ 6	6P-630P		:30			NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	- TWTF--				2	\$1,400.00			

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10/30/12 - 11/06/12	issue	2212

Advertiser	Original Date / Revision
DEMOCRATIC SENATOR	10/25/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type Spots	Amount
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length				
1	WVIT	10/29/12-11/04/12		6-630P M-F CT NEWS @ 6	6P-630P	-TuWThF---	:30		\$1,400.00		
				See MG 17.4							
				DNA-SEVERE WX COVERAGE							
4	WVIT	10/29/12-11/04/12		1130P-1A SNL	1130P-1A	-----Sa--	:30		\$1,400.00		
				Ⓜ MG for 17.1 11/01							
Week:	11/05/12	11/11/12	M-----					1	\$1,400.00		
18	WVIT	10/30/12	11/03/12	6P-630P CT NEWS SAT @ 6	6P-630P		:30				
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 10/29/12	11/04/12	----S-	1				\$950.00		
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length				
1	WVIT	10/29/12-11/04/12		6P-630P CT NEWS SAT @ 6	6P-630P	-----Sa--	:30		\$950.00		
				See MG 18.2,18.3							
				NA-PGM NOT SCHEDULED							
2	WVIT	11/02/12-11/05/12		9-10A TODAY SHOW	9A-10A	M-----F----	:30		\$475.00		
				Ⓜ MG for 18.1 11/03							
3	WVIT	11/02/12-11/05/12		10-11A TODAY SHOW	10A-11A	M-----F----	:30		\$475.00		
				Ⓜ MG for 18.1 11/03							
19	WVIT	10/30/12	11/04/12	6P-630P CT NEWS SUN @ 6	6P-630P		:30				
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 10/29/12	11/04/12	-----S	1				\$950.00		
20	WVIT	10/30/12	11/05/12	1135-1235A TONIGHT SHOW	1135P-1235A		:30				
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 10/29/12	11/04/12	-TWIF--	3				\$500.00		
		Week: 11/05/12	11/11/12	M-----	1				\$500.00		
21	WVIT	10/30/12	11/05/12	7-730P EXTRA	7P-730P		:30				
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 10/29/12	11/04/12	-TWIF--	3				\$900.00		
		Week: 11/05/12	11/11/12	M-----	1				\$900.00		
22	WVIT	10/30/12	11/05/12	730-8P ACCESS HOLLYWOOD	730P-8P		:30				
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 10/29/12	11/04/12	-TWIF--	4				\$900.00		
		Week: 11/05/12	11/11/12	M-----	1				\$900.00		
23	WVIT	10/30/12	11/05/12	M8-10P VOICE	8-10P		:30				
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 10/30/12	11/05/12	M-----	1				\$6,500.00		
24	WVIT	10/30/12	10/30/12	T10-11P PARENTHOOD	10-11P		:30				
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 10/29/12	11/04/12	-T-----	1				\$3,500.00		
25	WVIT	10/30/12	11/04/12	NFL REG SEASON NON LO	815P-1130P		:30				
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 10/29/12	11/04/12	-----S	1				\$6,000.00		
26	WVIT	10/31/12	11/05/12	4-5P ELLEN	4P-5P		:30				
				MG from another estimate due to Severe Weather Coverage - Hurricane Sandy							

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Advertiser		Original Date / Revision
<b>DEMOCRATIC SENATOR</b>		10/25/12 / 10/31/12

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<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>						
Week:	10/30/12	11/05/12	M-WTF--	1		\$600.00						
27	WVIT	10/31/12	11/05/12	6-630P M-F CT NEWS @ 6	6P-630P		:30			NM	1	\$1,400.00
MG from another estimate due to Severe Weather Coverage - Hurricane Sandy												
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>						
Week:	10/30/12	11/05/12	M-WTF--	1		\$1,400.00						
28	WVIT	10/31/12	11/05/12	730-8P ACCESS HOLLYWO	730P-8P		:30			NM	1	\$850.00
MG from another estimate due to Severe Weather Coverage - Hurricane Sandy												
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>						
Week:	10/30/12	11/05/12	M-WTF--	1		\$850.00						
Totals											64	\$57,275.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	64	\$57,275.00	\$48,683.75
Totals	64	\$57,275.00	\$48,683.75

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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